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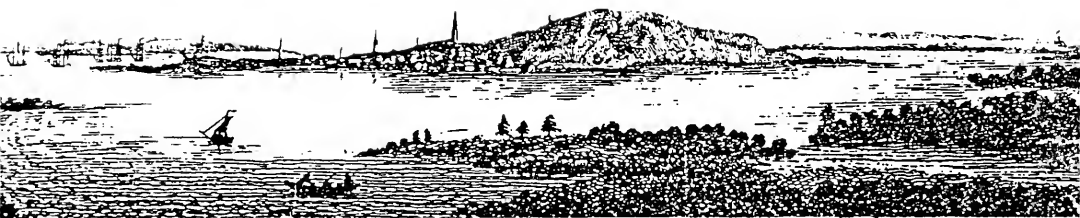
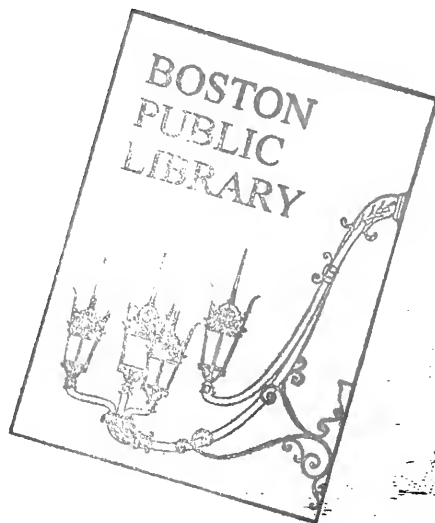
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A Proposal
for the
design of signage for
Harborwalk
Phase I



January 4, 1989

Submitted by
McLaughlin+McLaughlin
1675 Massachusetts Avenue
Cambridge
Massachusetts
02138

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Introduction

A Proposal for Design Services for Harborwalk-Phase I Signage

Boston's waterfront and harbor are extraordinary natural resources of great beauty and utility. They have played and will continue to play a critical role in shaping the unique character of life in the city.

Harborpark, along with other major open space systems such as the Mystic and Charles Rivers, the Boston Common and Public Garden and the parks and parkways of Olmsted's Emerald Necklace will serve as the principle focus for an increasingly dense and built up city, giving the areas along which they run much of their unique character and physical relief.

The role of a signage system for such complex, varied and historically sensitive settings as Harborwalk and Harborpark is critical. It must function as an integral part of its environment, directing, identifying and informing in such a way that the use of Harborwalk is encouraged, that its enjoyment is enhanced and that the public's understanding of the historical, cultural and social importance of Boston's waterfront and harbor is increased. Above all the signage system should convey the sense that Harborwalk is a cohesive, unified entity which is accessible to the public for their use and enjoyment.

To achieve these aims, the signage program for Harborwalk should be designed as a comprehensive, unified system of interrelated elements. These elements should be aesthetically compatible with their settings. They should conform to the standards and criteria of the appropriate regulatory agencies. They should be highly legible without being intrusive. They should be durable, vandal resistant and require a minimum of maintenance.

The development of such a signage system represents an exciting and demanding challenge to the firm undertaking its design. We believe the following factors, in combination with a thoughtful and thorough approach, creative skill and talent and depth of professional experience allow us to bring a particular sensitivity and effectiveness to the issues involved:

1. We have experience with similar projects. For example, we have developed a comprehensive signage program for the Boston Common and Public Garden, signage for Arnold Arboretum and we have been selected by the Boston Parks and Recreation Department to develop a comprehensive master plan for signage for Olmsted's Emerald Necklace.
2. As architects and exhibit designers, we have an understanding of how to effectively organize and convey information in large scale, complex physical environments.

Introduction

A Proposal for Design Services for Harborwalk-Phase I Signage

Continued

3. We have experience working with complex client groups and public agencies including the Boston Parks and Recreation Department, the Boston Landmarks Commission, the Boston Art Commission and the Friends of the Common and Public Garden.
4. We have repeatedly demonstrated our ability to complete projects on time and on budget.
5. We have the capability of organizing a solid team of expert consultants to address a wide range of programming, organizational, design and fabrication issues.
6. We are committed to working closely with client groups to assist them in identifying needs, developing alternative approaches, ordering priorities, and evaluating strategies to meet both schedule and budget requirements.
7. Finally, we strive to achieve appropriate design solutions which are exciting, engaging and innovative.

Firm Description and Design Team

Proposal for Design Services for Harborwalk Phase I Signage

Mary and Tom McLaughlin have a wide range of design experience working both individually and in collaboration. They have worked with client groups ranging from institutions, architects, public agencies and private companies to create graphic and signage solutions which have been appropriate and visually exciting.

Their services have included the development of comprehensive signage programs, graphic design of both print and three dimensional materials, creation of building graphics and signage for both new and renovated buildings in both the private and public realms, production of documentation for presentation to client groups and for fabrication and pricing, as well as, supervision and coordination of installation.

Mary McLaughlin is a graphic designer with a background in exhibit design, environmental graphics, signage, print and book design and illustration. From 1977 until 1983, Mary directed Designed For: a Boston-based design firm serving exhibit designers, architects, broadcasters, corporations, publishers and institutions. Projects included interior design and signage for Trawler's Restaurant at Museum Wharf; illustration and fabrication of video graphics for the Deaf Heritage series for WGBH, and the design of brochures, letterheads and various collateral materials for such institutions as Radcliffe College, Babson College, New England Genealogical Society, the Massachusetts Audubon Society, the Bostonian Society and others.

As a consultant to Joseph A. Wetzel Associates, Mary has been responsible for the design of the NY Zoological Society's Membership Room at Central Park Zoo and the Great Plains Zoo and Museum in Sioux Falls, South Dakota, graphic design for the Aerospace Museum in Los Angeles and the Norwalk Maritime Center in Norwalk, Connecticut.

As a principal of McLaughlin+McLaughlin, Mary has worked closely with the Boston Parks and Recreation Department on several projects including a comprehensive signage master plan for Boston Common and Public Garden, the Boston Common History Wall, signage for Arnold Arboretum and Olmsted's Emerald Necklace. Mary has been honored by several awards from the Boston Art Director's Club.

Tom McLaughlin is a registered architect with twelve years of experience on a wide range of project types and scales. The balance of his work in Boston has involved the renovation of a number of significant downtown buildings, including the Brazer Building at 27 State Street, designed by Cass Gilbert, One McKinley Square and 125 Pearl Street. In 1978 while with Dyer/Brown Associates, Tom served as project architect and designer for the renovation of Museum Wharf, a 90 year old wool warehouse along the Fort Point channel, into the Children's Museum, the Museum of Transportation, restaurants and retail space.

In addition to architectural services, Tom has collaborated with Mary on the design and execution of graphic and signage programs for a number of these projects, including the development of a comprehensive signage program for Boston Common and Public Garden, signage for Arnold Arboretum and Olmsted's Emerald Necklace.

In 1983 Tom won the Rotch Traveling Scholarship for travel and study abroad.

Resume

A Proposal for Design Services for Harborwalk-Phase 1 Signage

Mary McLaughlin

Education	Bachelor of Fine Arts University of Illinois Champaign-Urbana, Illinois, 1972
Professional Affiliation	Society of Environmental Graphic Designers
Teaching	Massachusetts College of Art Lecturer, 1988 Boston University Lecturer, 1984-1985 Boston Architectural Center Instructor, 1977-1982 North Carolina State University Assistant Professor, 1975-1977
Professional Experience	McLaughlin+McLaughlin Cambridge, Massachusetts Principal 1986-Present Joseph A. Wetzel, Associates Boston, Massachusetts Project Designer/Consultant, 1986-Present Project Designer/Staff, 1983-1986 Designed For: Boston, Massachusetts Principal 1977-1983
Honors and Activities	Awards from the Boston Art Directors Club, Bookbuilders of Boston, and Women in Communication

Resume

A Proposal for Design Services for Harborwalk-Phase 1 Signage

Thomas K. McLaughlin, Jr.

Education	Harvard Graduate School of Design Master of Architecture, 1978 North Carolina State University Bachelor of Environmental Design, 1974
Registration	Massachusetts, 1981
Honors	Rotch Traveling Scholarship, 1983
Professional Affiliation	American Institute of Architects Boston Society of Architects Society of Environmental Graphic Designers
Activities	Boston Architectural Center Thesis Adviser 1978, 1979, 1982, 1987 Varsity Basketball, 1967-68
Professional Experience	<div>McLaughlin+McLaughlin Cambridge, Massachusetts Principal 1986-Present</div> <div>Dyer/Brown & Associates Boston, Massachusetts Project Architect/Project Designer 1977(Summer), 1978-1981, 1986-1988</div> <div>Moshe Safdie & Associates Somerville, Massachusetts Project Architect/Project Designer 1984-1986</div> <div>Don M. Hisaka & Associates Cambridge, Massachusetts Associate, 1981-1983</div>

Representative Projects

A Proposal for Design Services for Harborwalk-Phase 1 Signage

Boston Common and Public Garden: Signage Master Plan

Boston, MA 1986

Development of a comprehensive master plan for a signage program for Boston Common and Public Garden. Services included site analysis, designing a range of signage elements, cost estimating, scheduling and phasing.

Client: Friends of the Public Garden and Boston Common
Henry Lee, President

Boston Parks and Recreation Department
Ellen Lipsey

Boston Landmarks Commission
Judith McDonough

Boston Arts Commission
Mary Shannon

Boston Common and Public Garden: Phase 1 Signage

Boston, MA 1987

Design and implementation of Phase 1 of Signage Master Plan. Elements included identification and regulatory signage.

Boston Parks and Recreation Department
Ellen Lipsey

Boston Common History Wall

Boston, MA 1987

Design and installation of a series of five interpretive panels depicting the history of Boston Common at the Boston Visitor's Center.

Client: Boston Parks and Recreation Department
Ellen Lipsey

Boston Parks and Playgrounds

Boston, MA 1987

Design and installation of identification signs at various Boston parks and playgrounds.

Client: Boston Parks and Recreation Department
Ellen Lipsey

Representative Projects

A Proposal for Design Services for Harborwalk-Phase 1 Signage
continued

Arnold Arboretum Signage

Design and installation of identification signs at Arnold Arboretum.
Boston, MA 1988

Client: Boston Parks and Recreation Department
Justine Liff

Beacon Heights Limited Partnership

Newton Centre, MA present

Design of complete graphic package for residential development including logo, signage, letterhead, marketing brochure.

Client: Lee Enterprises, Inc.
James S. Lee, President

Dyer/Brown and Associates, Architects

Boston, MA 1980-present

Design of building signage, newsletter, letterhead, and related printed materials.

Client: John Dyer/Jeff Brown

Other

While working with Joseph A. Wetzel and Associates as both a staff member and design consultant, Mary has had extensive experience as an exhibit designer.

Projects on which she has assumed major creative and administrative responsibilities have included:

Aerospace Museum
California Museum of Science and Industry

Great Plains Zoo and Museum
Sioux Falls, South Dakota

New York Zoological Society
Central Park Zoo

Reynolds Atrium Exhibit
North Carolina Zoo

Maritime Center at Norwalk
Norwalk, Connecticut

Consultants

A Proposal for Design Services for Harborwalk-Phase 1 Signage

The following list of potential consultants would be available if required pending clarification of the scope of work to be included in the contract:

Urban Geographer

Arthur Krim

Planning and Evaluation of Interpretive Environments

People, Places and Design Research

Jeff Hayward, Director

Photo and Image Research

Elise Katz

Landscape Architect

Carol Johnson & Associates

Brief descriptions of proposed responsibilities and experience follows:

Consultants

A Proposal for Design Services for Harborwalk-Phase 1 Signage Continued

Harborwalk represents an enormous opportunity to return public benefit and enjoyment on a number of levels. It can, in effect, become a large outdoor museum, telling the story of Boston's development as a city and port, and the story of the waterfront and the harbor.

People, Places and Design Research, specialists in the planning and evaluation of interpretive environments, can assist in determining how to tell that story in the most engaging, entertaining and informative ways.

Jeff Hayward, director of People, Places and Design Research, has extensive experience in interpretive planning and evaluation for museums and large scale environments. Among his clients have been:

USS Constitution Museum
Boston, MA

Lowell National Historical Park
Lowell, MA

Old Sturbridge Village,
Sturbridge, MA

The Freedom Trail
Boston, MA

The Children's Museum
Boston, MA

The Computer Museum
Boston, MA

Rock Creek Nature Center
Washington, D.C.

National Parks Service at:
Denver Service Center
Harper's Ferry Interpretive Center
Rock Creek Nature Center

Consultants

A Proposal for Design Services for Harborwalk-Phase 1 Signage Continued

Arthur Krim is an urban geographer whose strong background in writing and research would allow him to develop and strengthen the interpretive component of the Harborwalk signage system by identifying, analyzing and interpreting the major historical, technological, cultural, and economic forces which have shaped the waterfront and harbor and their relationship to the city.

Arthur is currently Chairman of the Geography Department at Salve Regina College, Rhode Island. He has taught at Boston University, Boston Architectural Center, Clark University and Temple University.

Arthur holds a Ph. D. in Geography from Clark University, Worcester, MA

From 1971-1977 Arthur served as Survey Director of the Northwest Cambridge study for the Cambridge Historical Commission.

From 1979-1983 Arthur served as cultural geographer for the Massachusetts Historical Society.

Among Arthur's numerous books, articles and papers are:

Northwest Cambridge, Architectural History. Cambridge Historical Commission and MIT Press. 1977

Three-Deckers of Dorchester. Boston Landmarks Commission and Boston Redevelopment Authority. 1977.

Central Urban Structure of Los Angeles, Association of American Geographers, Minneapolis MN, 1986.

Massachusetts Historical Commission Newsletter, Airports, Bridges, Monuments and Gas Stations, 1980-1983.

Society for Commercial Archaeology News Journal, Neon Signs, Motels, Diners and Film Reviews, 1977-1988

Arthur is currently writing a history of Route 66.

Consultants

A Proposal for Design Services for Harborwalk-Phase 1 Signage

Continued

Carol R. Johnson and Associates is a forty person firm established in 1959, offering a wide range of planning, design and technical services within the field of Landscape Architecture. The firm enjoys long term professional relationships with municipal, state and federal government agencies and with leading architects and engineers throughout New England.

Carol R. Johnson and Associates has built a reputation for high quality site design which carefully integrates the client's needs and objectives with the natural opportunities of each particular site. Over the years CRJ&A's projects have been recognized for their excellence in design and implementation by the American Society of Landscape Architects, U.S. Department of Transportation, the Massachusetts Horticultural Society, and the Boston Society of Landscape Architects.

Thomas Kirvan, a senior Vice President will be Principal in charge. He holds degrees from Michigan State University and Harvard Graduate School of Design. He has been with CRJ&A since 1965.

Approach to Project

A Proposal for Design Services for Harborwalk-Phase 1 Signage

In order to design a signage system which achieves the goals outlined in the RFQ, we propose the following list of activities as a point of departure for further detailed discussions regarding process and scope of work:

Background/Research

Gather and analyze available documentation and information related to Harborwalk.

Review history and physical evolution of Boston's waterfront and harbor.

Make preliminary site visits.

Document existing and proposed site conditions.

Identify potential changes resulting from work related to the depression of the central artery as well as new projects.

Analyze existing signage.

Identify significant historical, cultural and social components along Harborwalk.

Analyze circulation routes to and along Harborwalk.

Program Development

Identify categories of signage required: Identification; Regulation; Interpretation and Orientation for example.

Determine information to be conveyed within these categories.

Identify range of signage components required within each of these categories.

Develop preliminary copy and image guidelines.

Develop inventory of signage components organized by category.

Develop preliminary location plans, identifying potential signage locations by type and category.

Review/approvals

Approach to Project

A Proposal for Design Services for Harborwalk-Phase 1 Signage
continued

Concept Development

Develop alternative approaches to various signage categories and issues. For example, interpretive signage might possible consist of:

1. a centrally located arrangement of graphics and signage explaining the historic, social and physical characteristics of Harborwalk, or
2. a dispersed arrangement of interpretive graphics located at specific historic locations, natural features, monuments or activity areas, or
3. a combination of both types.

Schematic Design

Develop four alternative designs in sketch form for selected components exploring issues of: color, layout, typeface, shape, size, placement, materials and mounting details.

Develop preliminary fabrication schedule

Develop preliminary budgets for selected components

Review/approvals of preferred schematic design

Prepare presentation package for display, informational sessions and public presentations. This package would include:

Site plan showing the proposed locations of recommended signage.

Inventory of recommended signage components keyed to site plan.

To scale layouts of selected signage components.

Scale models if appropriate.

Full scale typeface samples graphic layouts, including logoalternatives.

Sample materials and colors.

Outline specifications for fabrication, installation and maintance.

Per unit cost estimates of selected signage components.

Schedule for final design, fabrication and installation of signage program.

Suggested phasing plans based on funding strategies.

Approach to Project

A Proposal for Design Services for Harborwalk-Phase 1 Signage
continued

Final Design, Fabrication and Installation

Refine designs of signage components based on client, fabricator and budget information

Produce working drawings and specifications of selected signage components.

Finalize location plans for signage components.

Coordinate pricing and fabricator selection.

Fabrication and installation.

Project Schedule

A Proposal for Design Services for Harborwalk-Phase 1 Signage

A six month time frame (as indicated in the RFQ) is certainly adequate to achieve the suggested scope of work outlined earlier.

Because of the large number and range of groups and agencies which might require review and approval, it is difficult to predict how long final approval will take. We would, however, work closely with the BRA team to facilitate this process.

Affirmative Action Compliance

A Proposal for Design Services for Harborwalk-Phase 1 Signage

McLaughlin+McLaughlin has applied for certification as a women owned business with the state and city Offices of Minority & Women Business Assistance.

References

A Proposal for Design Services for Harborwalk-Phase 1 Signage

Please contact the following regarding our work and experience:

Justine Liff
Boston Parks and Recreation Department
617-542-3071

Ellen Lipsey
Boston Parks and Recreation Department
617-542-3071

Henry Lee
President, Friends of the Public Garden and Common
617-227-8955

Judith McDonough
Director, Boston Landmarks Commission
617-725-3087

Mary Shannon
Director, Boston Art Commission
617-725-3850

John Dyer
Dyer/Brown & Associates, Architects
617-426-1680

Charles Beier
Director of Exhibits, New York Zoological Society
212-220-6863

10. Profile of Firm's Project Experience, Last 5 Years

Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)
1) 201	12		11)			21)		
2) 202	12		12)			22)		
3) 050	6		13)			23)		
4) 041	20+		14)			24)		
5) 079	1		15)			25)		
6)			16)			26)		
7)			17)			27)		
8)			18)			28)		
9)			19)			29)		
10)			20)			30)		

11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV", or "IE"	Project Name and Location	Owner Name and Address	Cost of Work (in thousands)	Completion Date (Actual or Estimated)
201	P	1 Boston Common and Public Garden Signage Master Plan	Boston Parks and Recreation Dept Boston, MA	5	1986
201	P	2 Boston Common and Public Garden Phase 1 Signage	Same	55	1987
201	P	3 Boston Common History Wall Boston, MA	Same	28	1987
201	P	4 Boston Parks and Playgrounds Signage	Same	8	1987
201	P	5 Arnold Arboretum Signage Boston, MA	Same	16	1988
201	P	6 Olmsted System (Emerald Necklace) Signage Master Plan Boston, MA	Same	Undetermined	1989
201	P	7 Olmsted System (Emerald Necklace) Construction Signs Boston, MA	Same	8.5	1988

202	C	8 New York Zoological Society Membership Room Central Park Zoo, NYC	New York Zoological Society New York City, NY	250	1988
202	C	9 Central Park Zoo Intelligence Garden New York City, NY	Same	50	1988
202	C	10 Los Angeles Aerospace Museum California Museum of Science & Industry Los Angeles, CA	California Museum of Science & Industry	Unavailable	1984
202	C	11 Great Plains Zoo and Museum Sioux Falls, SD	Same	560	1985
202	C	12 Reynolds Aviary Exhibit North Carolina Zoo	NC Zoological Society	Unavailable	1985
202	C	13 Norwalk Maritime Center Norwalk, Connecticut	Norwalk Maritime Center Norwalk, Connecticut	Unavailable	1988
060	IE	14 Museum Wharf The Children's Museum and Museum of Transportation/ Boston, MA	Museum Wharf Trustees Boston, MA	8000	1979
055 201	P	15 Trawler's Restaurant Museum Wharf Boston, MA	John Harcourt Albany, NY	300	1979
041	P	16 Bulfinch Triangle Logotype Boston, MA	Sarge Collier Boston, MA	1.5	1982
201.	P	17 Dyer/Brown & Associates Building Signage Boston, MA	John C. Dyer	3	1987
201	P	18 Grogan & Company Boston, MA	Micheal Grogan	4	1988
050 201	UV P	19 Beacon Heights Newton, MA	Beacon Heights Limited Partnership Newton, MA	3000	1990

STANDARD FORM (SF) 255 Architect-Engineer Related Services for Specific Project	1. Project Name / Location for which Firm is Filing: Harborwalk-Phase 1 Signage Boston, MA	2a. Commerce Business Daily Announcement Date, if any:	2b. Agency Identification Number, if any:				
3. Firm (or Joint-Venture) Name & Address McLaughlin+McLaughlin 1675 Massachusetts Avenue Cambridge, MA 617-547-2891		3a. Name, Title & Telephone Number of Principal to Contact Mary McLaughlin Principal 617-547-2891					
4. Personnel by Discipline: (List each person only once, by primary function.)		3b. Address of office to perform work, if different from item 3 Same					
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> — 1. Administrative — 2. Architects — Chemical Engineers — Civil Engineers — Construction Inspectors — Draftsmen — Ecologists — Economists </td> <td style="width: 50%;"> — Electrical Engineers — Estimators — Geologists — Hydrologists — Interior Designers — Landscape Architects — Mechanical Engineers — Mining Engineers </td> </tr> </table>		— 1. Administrative — 2. Architects — Chemical Engineers — Civil Engineers — Construction Inspectors — Draftsmen — Ecologists — Economists	— Electrical Engineers — Estimators — Geologists — Hydrologists — Interior Designers — Landscape Architects — Mechanical Engineers — Mining Engineers	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"> — Oceanographers — Planners: Urban/Regional — Sanitary Engineers — Soils Engineers — Specification Writers — Structural Engineers — Surveyors — Transportation Engineers </td> <td style="width: 50%;"> — 2. Graphic Designers — — — — — — 5. Total Personnel </td> </tr> </table>		— Oceanographers — Planners: Urban/Regional — Sanitary Engineers — Soils Engineers — Specification Writers — Structural Engineers — Surveyors — Transportation Engineers	— 2. Graphic Designers — — — — — — 5. Total Personnel
— 1. Administrative — 2. Architects — Chemical Engineers — Civil Engineers — Construction Inspectors — Draftsmen — Ecologists — Economists	— Electrical Engineers — Estimators — Geologists — Hydrologists — Interior Designers — Landscape Architects — Mechanical Engineers — Mining Engineers						
— Oceanographers — Planners: Urban/Regional — Sanitary Engineers — Soils Engineers — Specification Writers — Structural Engineers — Surveyors — Transportation Engineers	— 2. Graphic Designers — — — — — — 5. Total Personnel						
5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)							

6. If respondent is not a joint-venture, list outside key Consultants/Associates anticipated for this project (Attach SF 254 for Consultants/Associates listed, if not already on file with the Contracting Office).

Name & Address	Specialty	Worked with Prime before (Yes or No)
Carol Johnson Associates 920 Massachusetts Avenue Cambridge, MA	Landscape Architecture	Yes
2) Arthur Krim 36 Highland Avenue Cambridge, MA	Urban Geographer	No
3) People, Places and Design Research 4 Allen Place Northampton, MA	Interpretive Planning and Evaluation	No
4) Elise Katz 10 Forest Street Cambridge, MA	Photo Research	Yes
5)		
6)		

7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.

<p>a. Name & Title: Tom McLaughlin Principal</p> <p>b. Project Assignment: Planning and Technical Coordination</p> <p>c. Name of Firm with which associated: McLaughlin+McLaughlin</p> <p>d. Years experience: With This Firm 3 With Other Firms 10</p> <p>e. Education: Degree(s) / Year / Specialization M ARCH/Harvard GSD 1978 Architecture</p> <p>f. Active Registration: Year First Registered/Discipline Architectural Registration/Massachusetts 1980</p> <p>g. Other Experience and Qualifications relevant to the proposed project:</p>	<p>a. Name & Title: Mary McLaughlin Principal</p> <p>b. Project Assignment: Design and Client Coordination</p> <p>c. Name of Firm with which associated: McLaughlin+McLaughlin</p> <p>d. Years experience: With This Firm 3 With Other Firms 12</p> <p>e. Education: Degree(s) / Years / Specialization BFA/UN of Illinois, Champaign-Urbana 1972</p> <p>f. Active Registration: Year First Registered/Discipline</p> <p>g. Other Experience and Qualifications relevant to the proposed project:</p>
---	---

8. Work by firm or joint-venture members which best illustrates current qualifications relevant to this project (list not more than 10 projects).

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Project Owner's Name & Address	d. Completion Date (actual or estimated)	e. Estimated Cost (in thousands)		Work for which Firm was/is responsible
				Entire Project		
(1) Boston Common/Public Garden Signage Master Plan	Signage Design and Planning	Boston Parks & Recreation Boston, MA	1986	5		
(2) Boston Common/Public Garden	Phase 1 Signage	Same	1987	55		
(3) Boston Common History Wall	Design/Installation	Same	1987	30		
(4) Boston Parks and Playgrounds Misc Boston Locations	Signage Design	Same	1987-88	8		
(5) Arnold Arboretum Signage Boston, MA	Signage Design/Install	Same	1988	20		
(6) Olmsted System (Emerald Neck) Signage Master Plan Boston, MA	Signage Design and Planning	Same	1990	Unavailable		
(7) Olmsted System Construction Signs	Signage Design	Same	1988	10		
(8) NY Zoological Society Membership Room	Graphic/exhibit Consult to Wetzel Assoc	NY Zoological Society	1988	250		
(9) Los Angeles Aerospace Museum	Graphic/Exhibit Design Consultant to Wetzel Assoc	California Museum of Science and Industry	1984	Unavailable		
(10) Norwalk Maritime Center - Norwalk, Conn	Graphic Design Consult to Wetzel Assoc	Norwalk Maritime Center	1988	Unavailable		

9. All work by firms or joint-venture members currently being performed directly for Federal agencies. None at Present					
a. Project Name & Location	b. Nature of Firm's Responsibility	c. Agency (Responsible Office) Name & Address	d. Percent complete	e. Estimated Cost (in Thousands)	
				Entire Project	Work for which firm is responsible

10. Use this space to provide any additional information or description of resources (including any computer design capabilities) supporting your firm's qualifications for the proposed project.

11. The foregoing is a statement of facts

Signature *Mary McLaughlin*

Typed Name and Title: Mary McLaughlin Principal

Date:

1/4/89

Illustrated Projects

A Proposal for Design Services for Harborwalk-Phase 1 Signage

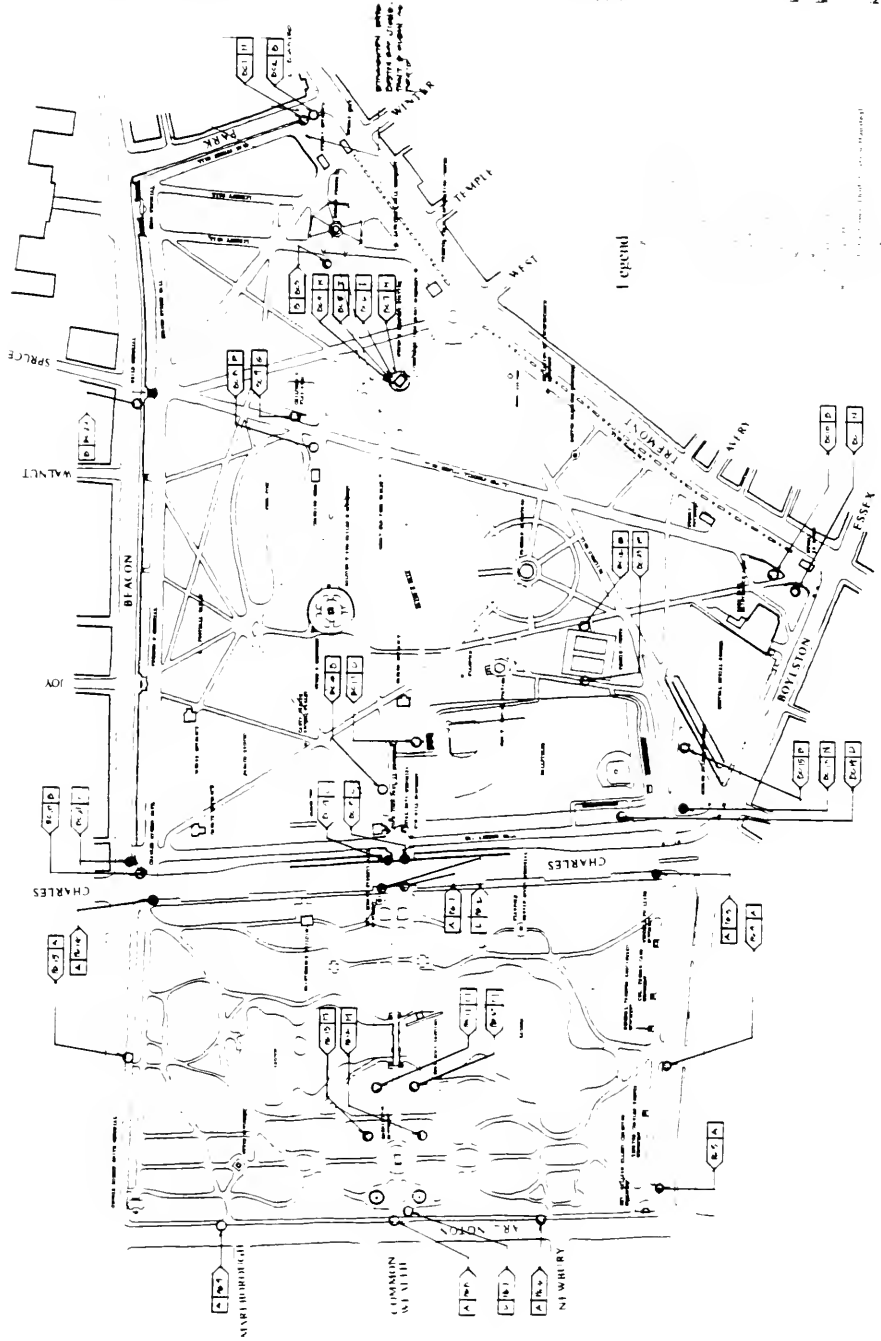
A league program for
**THE
 BOSTON
 COMMON
 AND
 PUBLIC
 GARDEN**

Construction documents
 100

Prepared by
 The City of Boston
 Department of Public Works
 100 State Street
 Boston, Mass.
 02109

Drawn
 by
 Date
 Title
 Number

81



.A signage program for

THE
BOSTON
COMMON
AND
PUBLIC
GARDEN

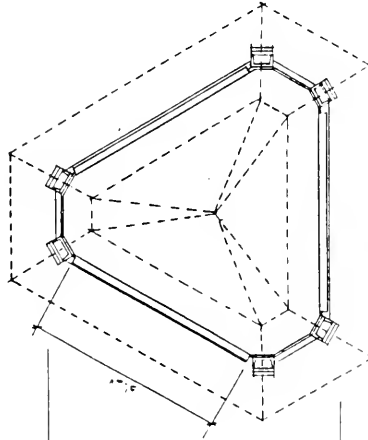
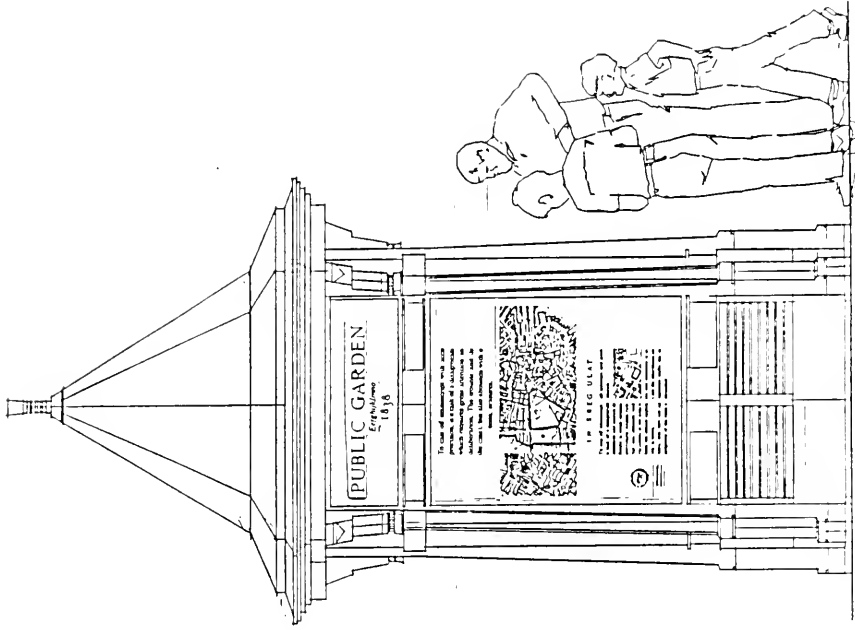
Conceptual design

Friends of the Public Garden
and Common
City of Boston
Landmarks Commission
Art Commission
Parks and Recreation Department

Mary and Tom McLaughlin
Design Consultants
1675 Massachusetts Avenue
Cambridge MA
02138
(617) 547-2891

Letterbox

**SIGN
ELEMENT**
TYPE 2

Proposed Information Kiosk
Boston Public Garden

THE
BOSTON
COMMON
AND
PUBLIC
GARDEN

Conceptual design



Friends of the Public Garden
and Common
City of Boston:
Landmarks Commission
Art Commission
Parks and Recreation Department

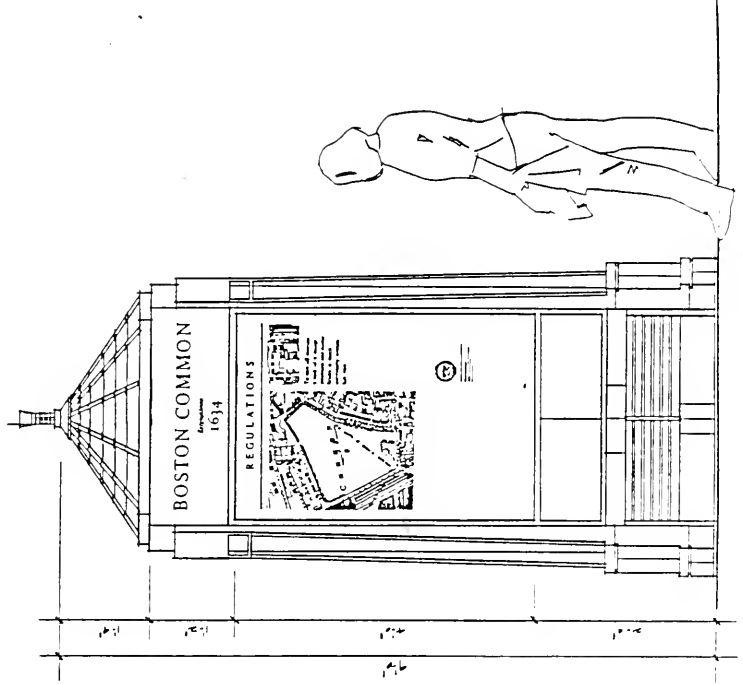
Mary and Tom McLaughlin
Design Consultants
1675 Massachusetts Avenue
Cambridge MA
02138
617/347 2891

Revisions

101

Table	SIGN	ELEMENT	TYPE
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U.

Proposed Information Kiosk
Boston Common

A signage program for

THE BOSTON COMMON AND PUBLIC GARDEN

Conceptual design

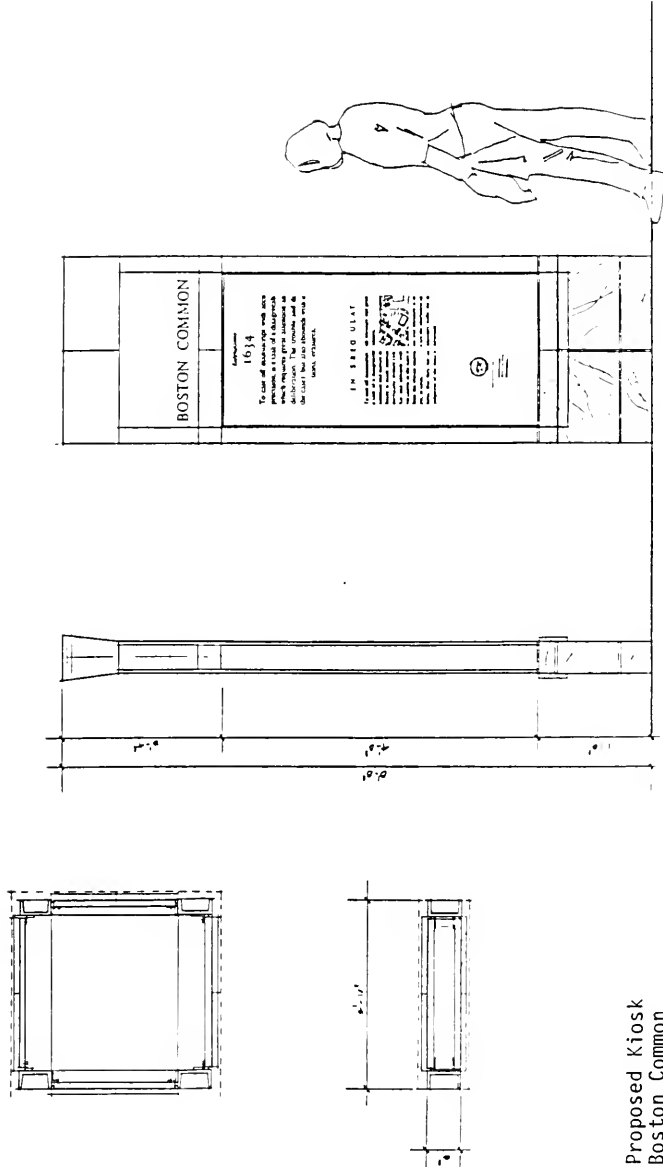


Friends of the Public Garden
and Common
City of Boston
Landmarks Commission
Art Commission
Parks and Recreation Department

Designed and Drawn by
The Boston Office
100 Massachusetts Avenue
02111
617-542-3891

Revisions

Date: 11/1/88
File: SIGN ELEMENT TYPE 3



Proposed Kiosk
Boston Common

A heritage program for

THE BOSTON COMMON AND PUBLIC GARDEN

Construction documents



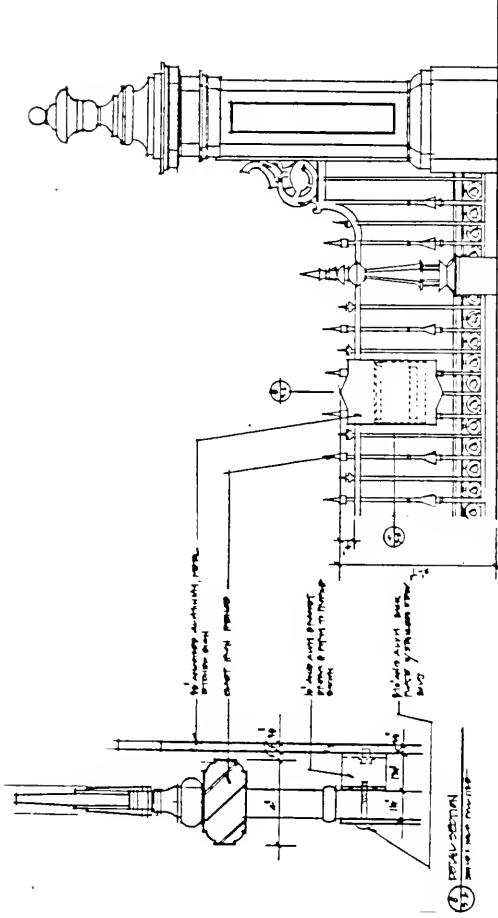
Walter and Tom McClellan
Design Consultants
100 State Street, Suite 200
Boston, MA 02109
617-547-2801

Revisions

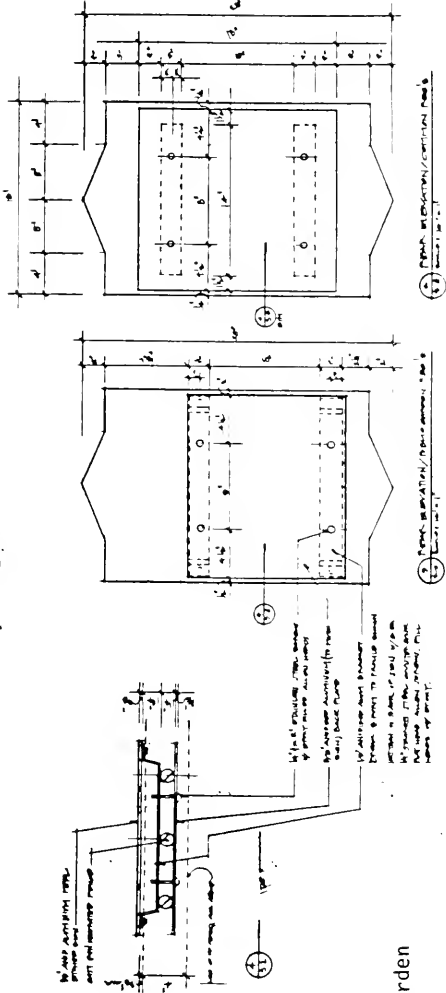
Date: 9-15-87
Title:

Project:

S-2



① ELEVATION OF FOUNTAIN STRUCTURE



THE
BOSTON
COMMON
AND
PUBLIC
GARDEN

Construction document

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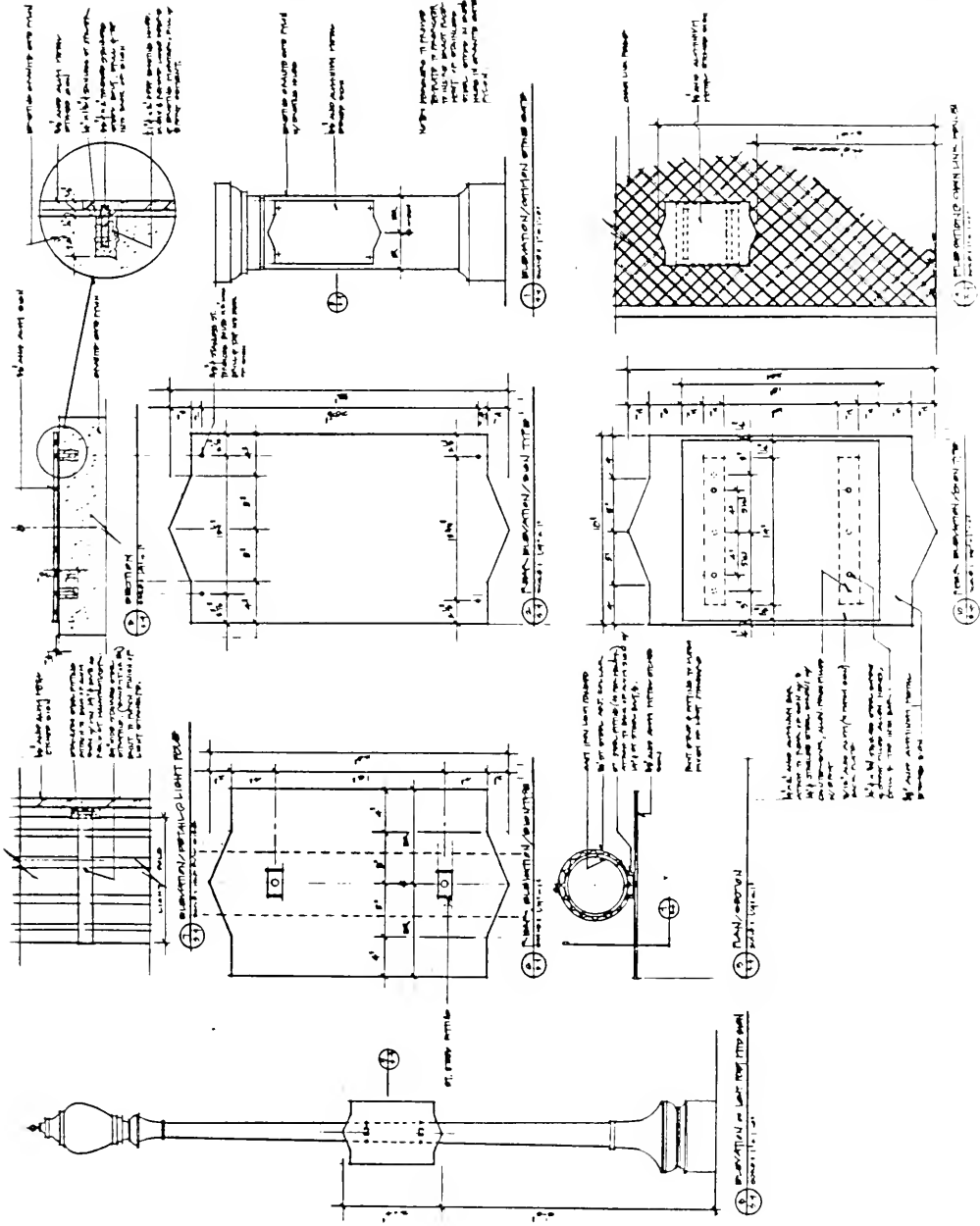
Mary and Tom McLoughlin
Design Consultants
1675 Massachusetts Avenue
Cambridge, MA
02138

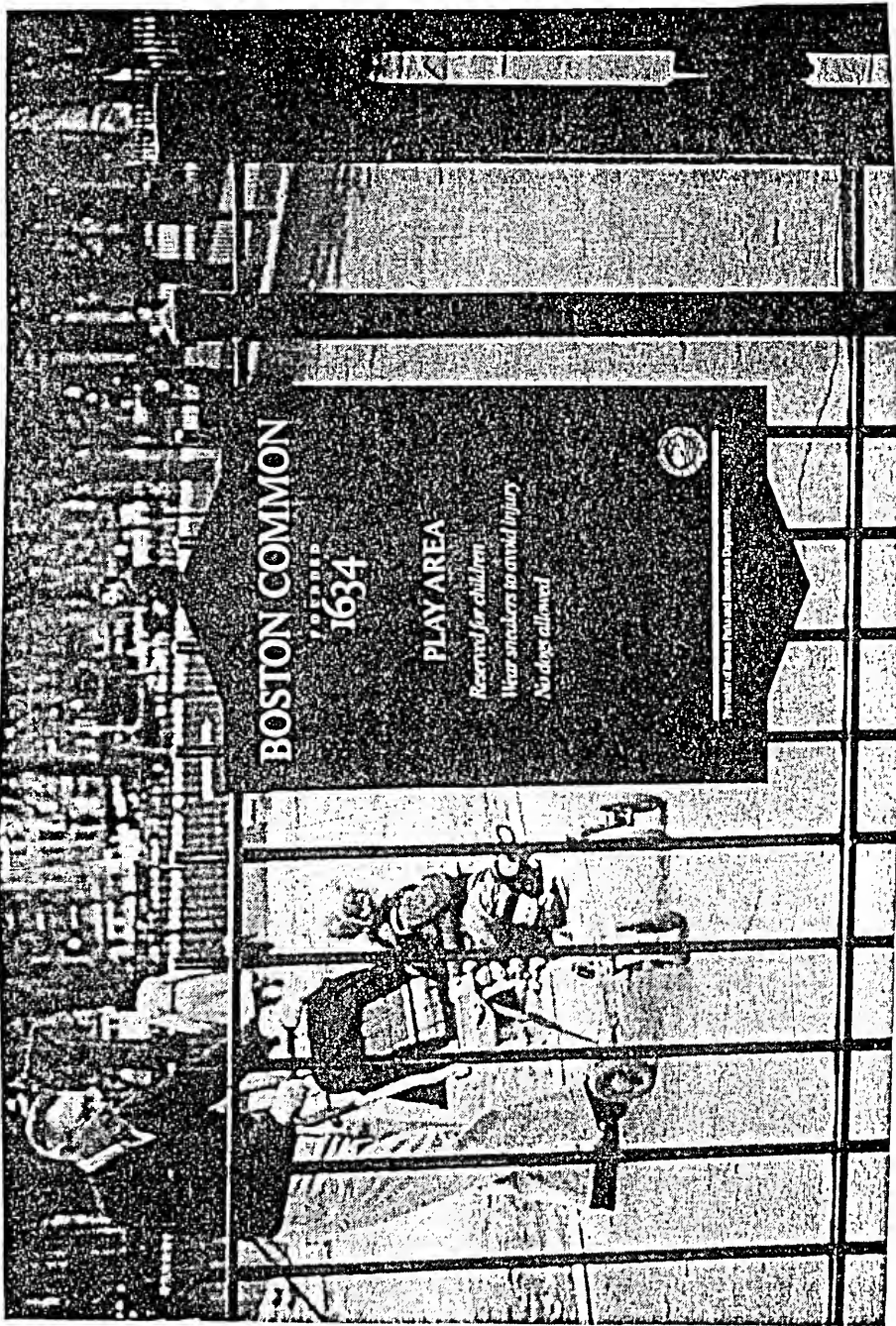
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915-07

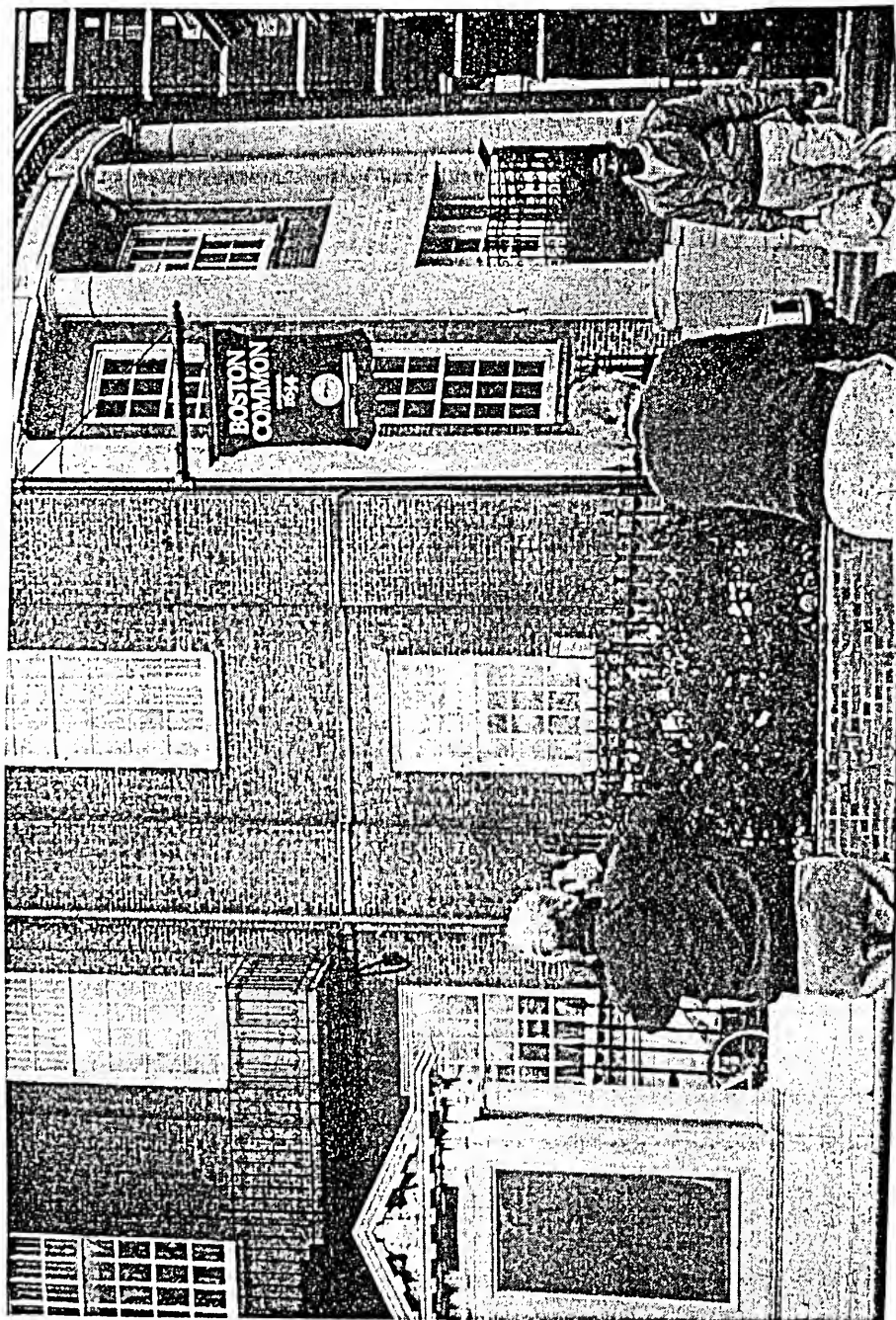
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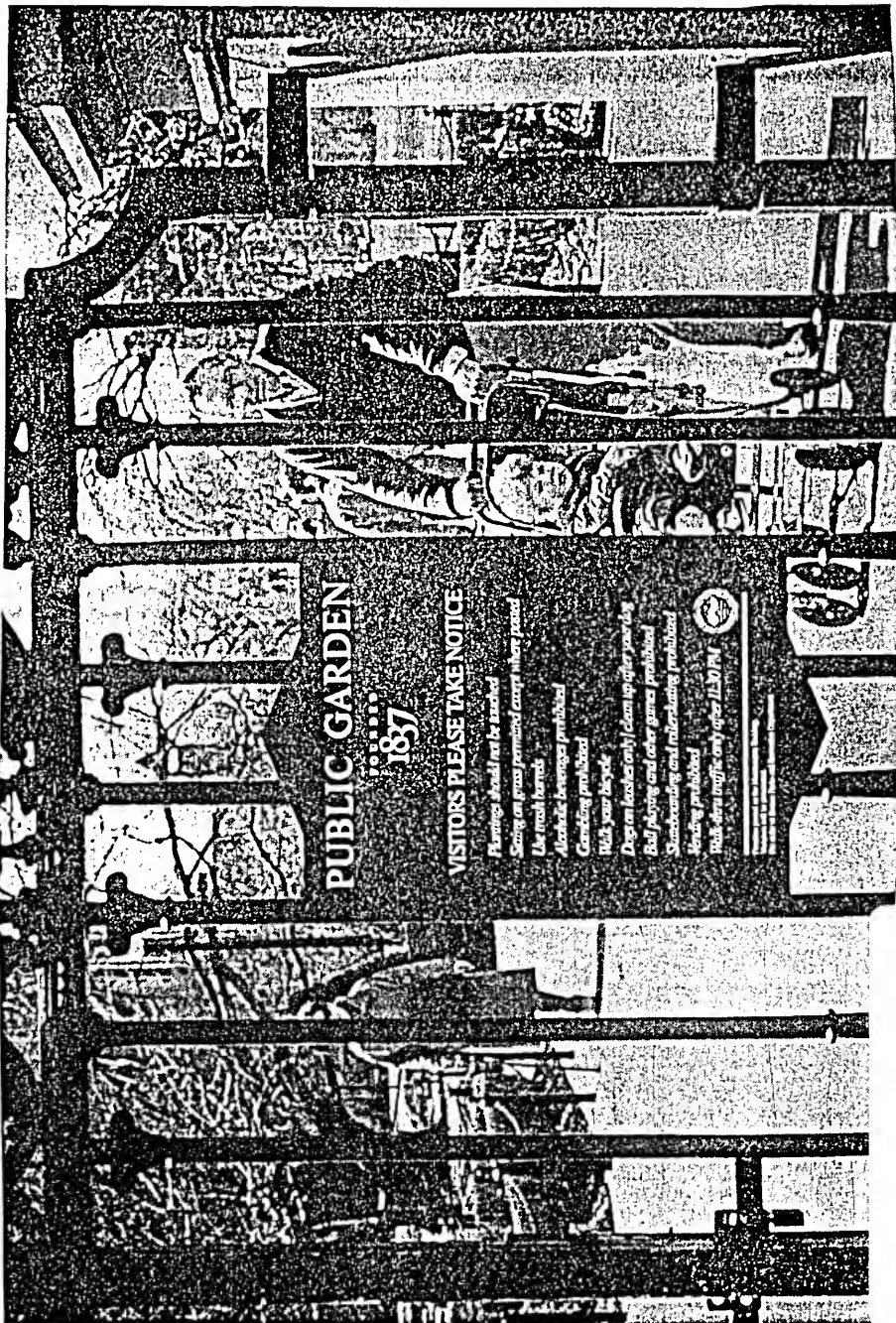
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Boston Common Signage





PUBLIC GARDEN

FOUNDED

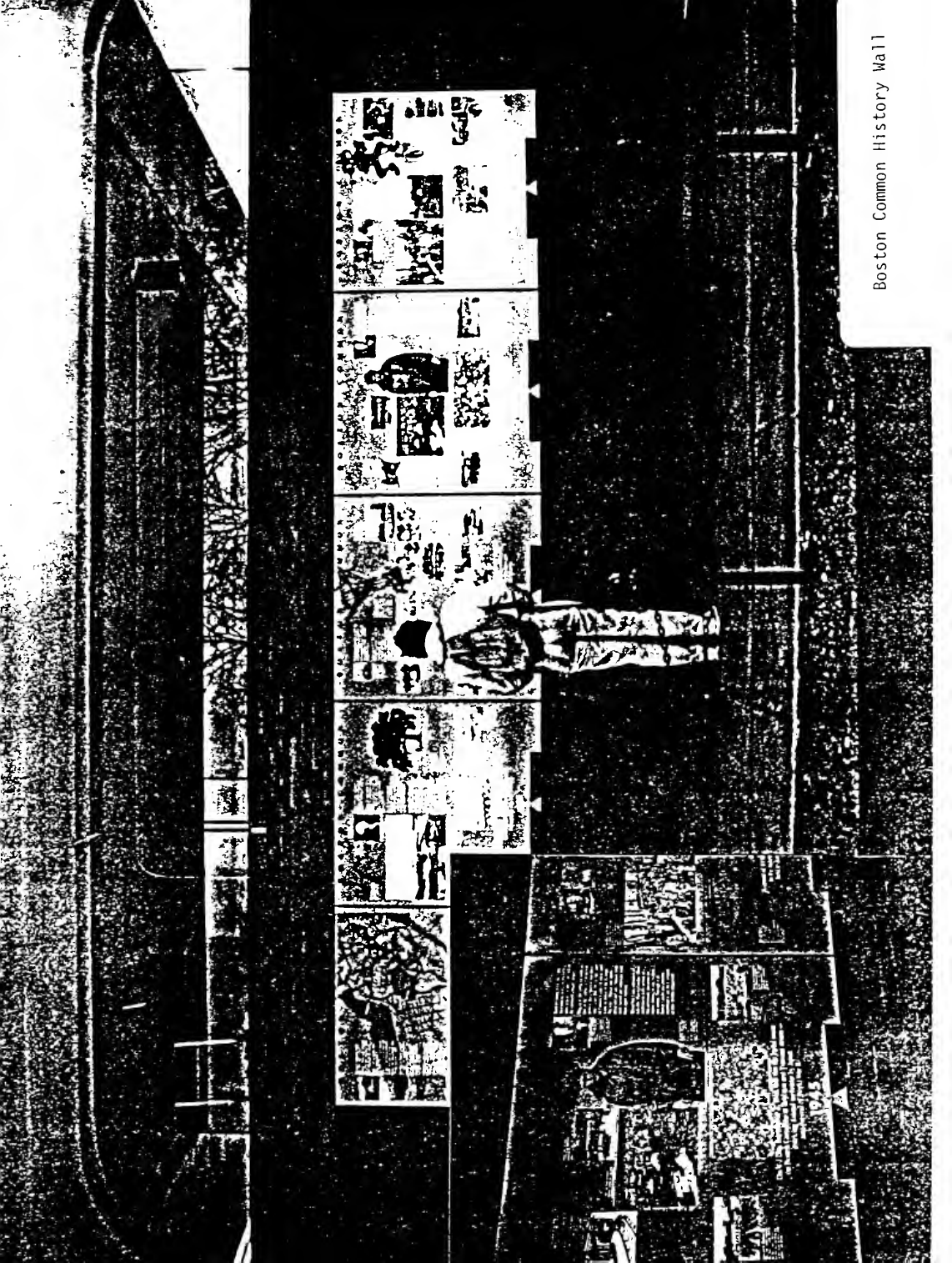
1837

VISITORS PLEASE TAKE NOTICE

- Flowers should not be touched
- Smoking is not permitted except where posted
- Use metal barbs
- Alcoholic beverages prohibited
- Gardening prohibited
- Ride your bicycle
- Do not feed or touch animals or other people
- Ball playing and other games prohibited
- Swimming and water skiing prohibited
- Feeding prohibited
- No dogs or other animals after 11:30 PM

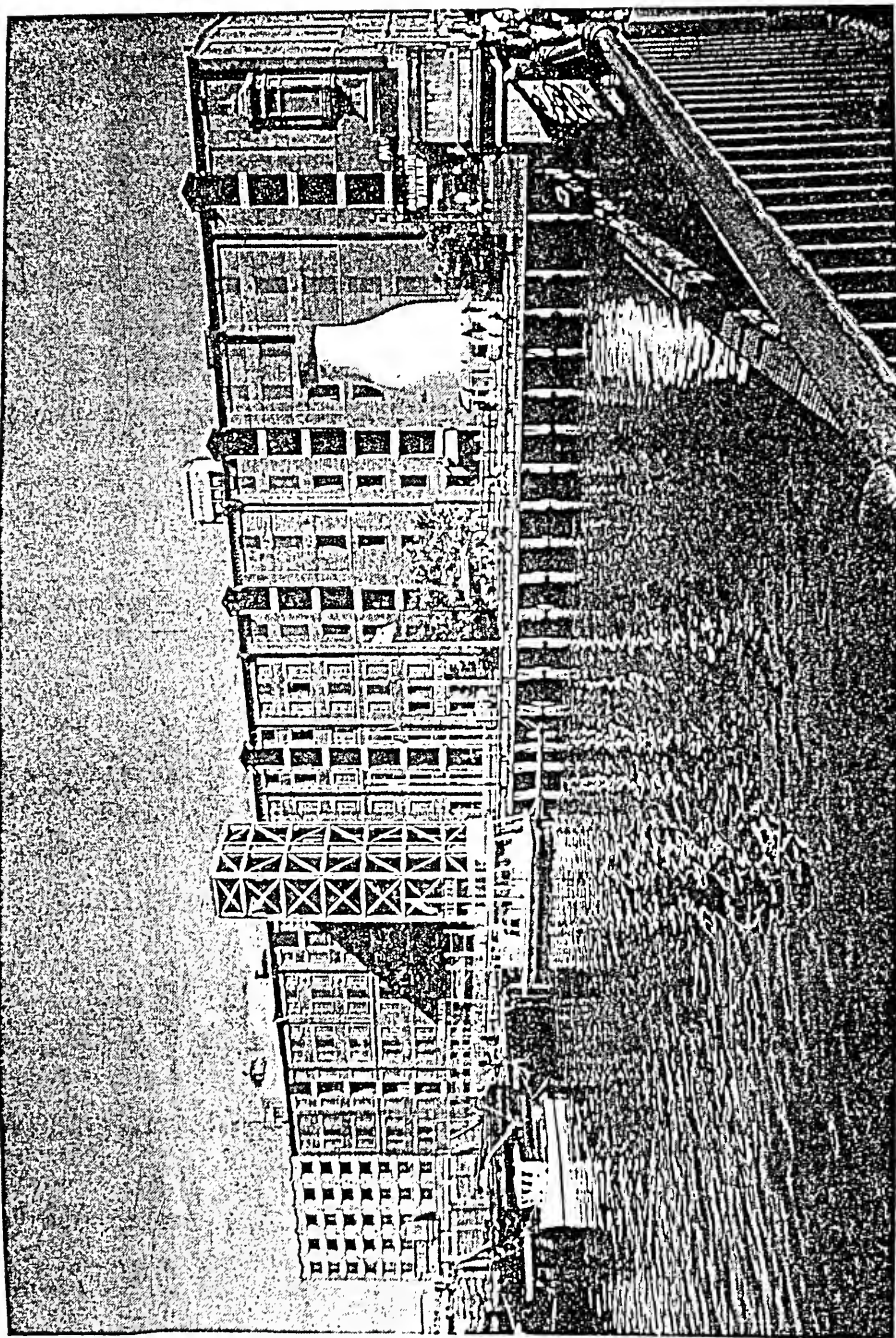


Public Garden Signage

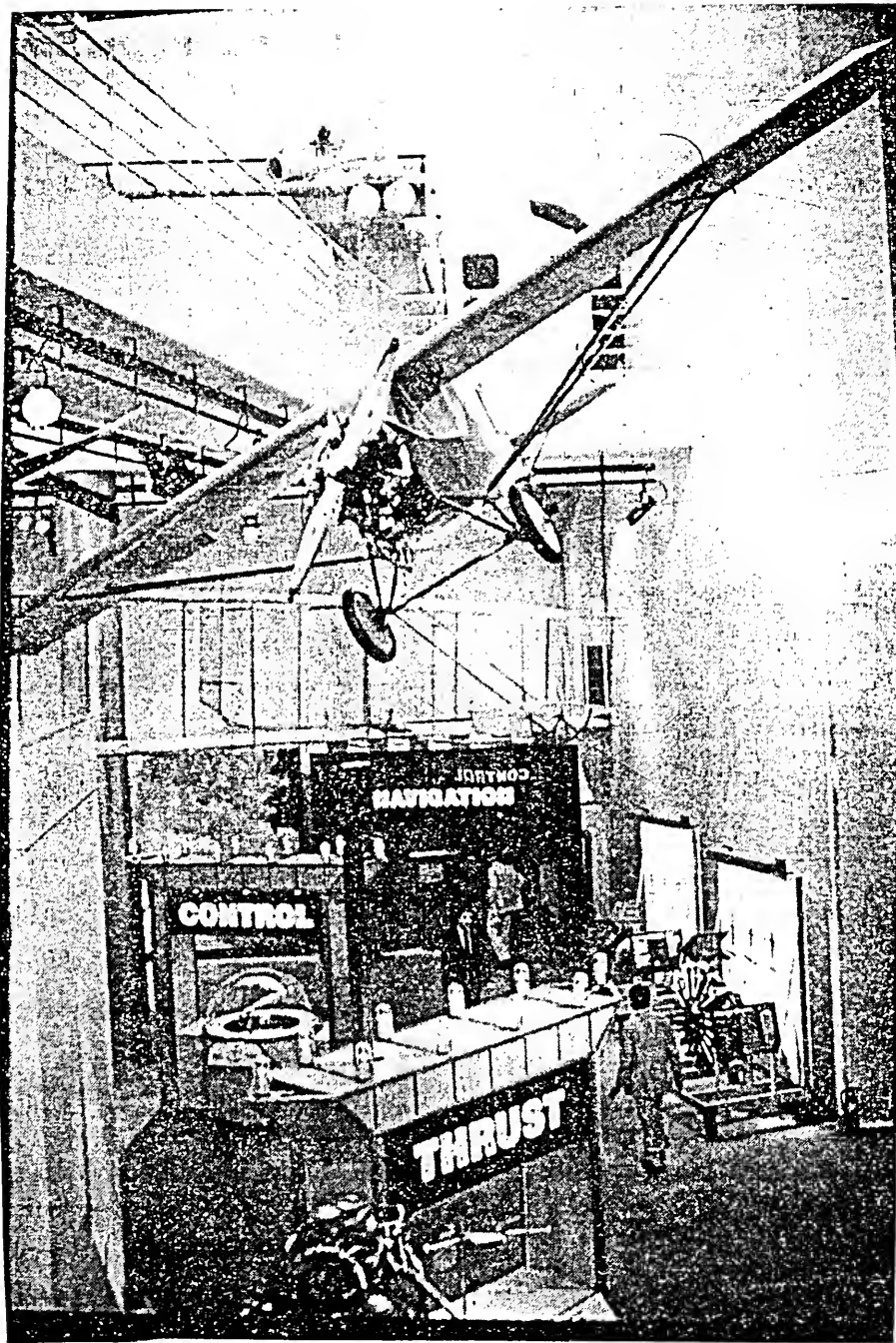


Boston Common History Wall

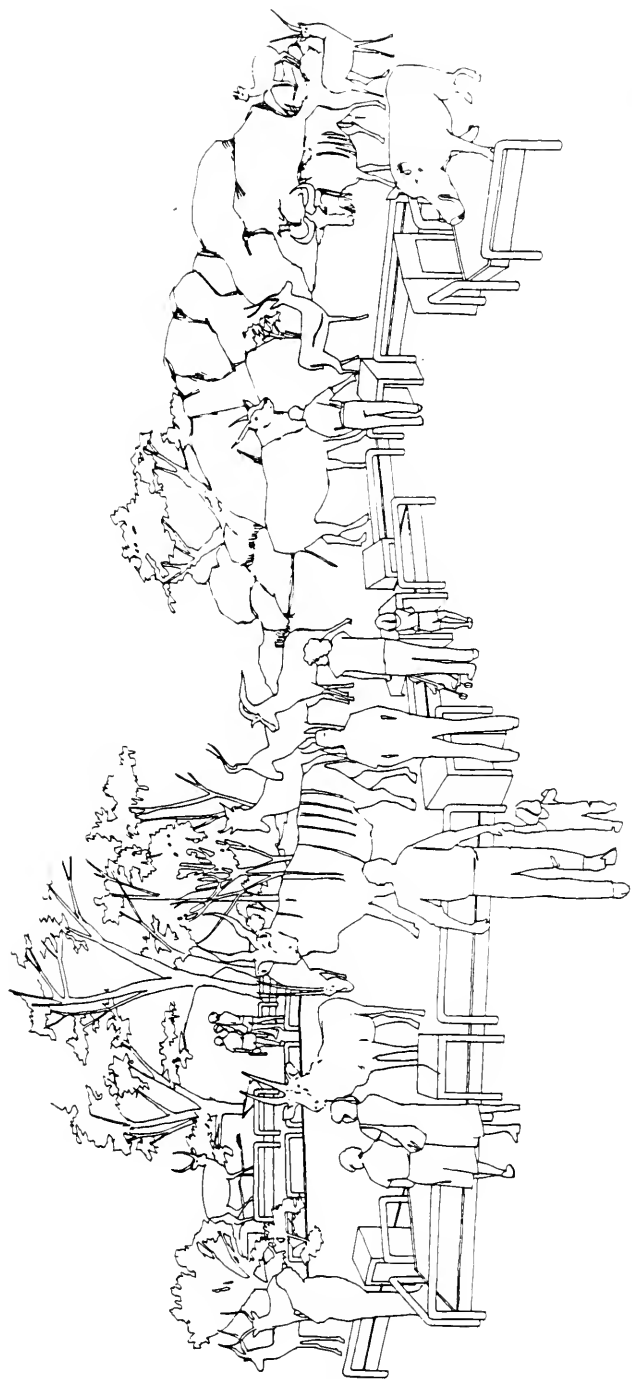




Museum Wharf/Children's Museum
w/Dyer/Brown & Assoc



Los Angeles Aerospace Museum
w/ Joseph Wetzel Assoc

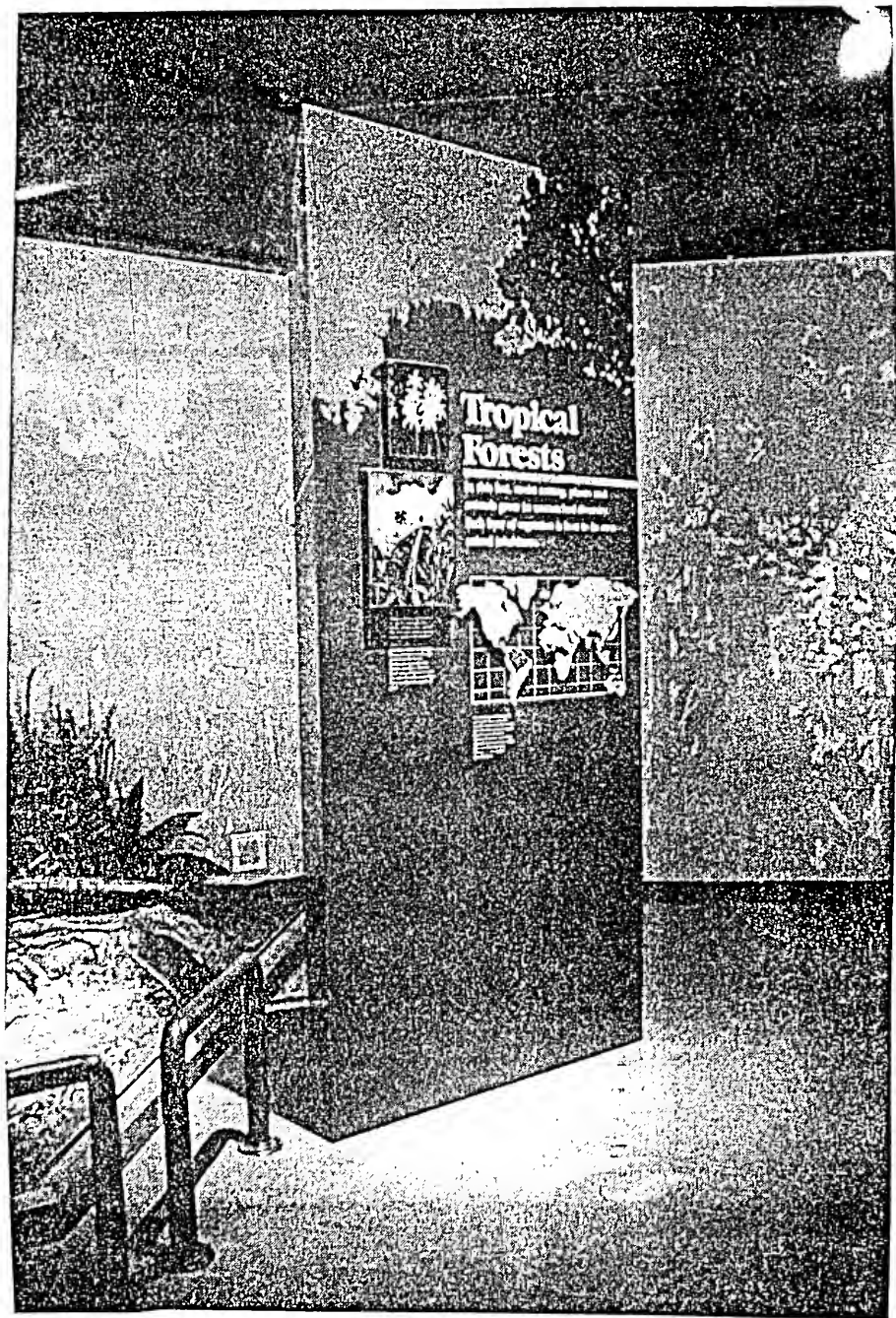


GREAT
PLAINS
ZOO
AND
MUSEUM

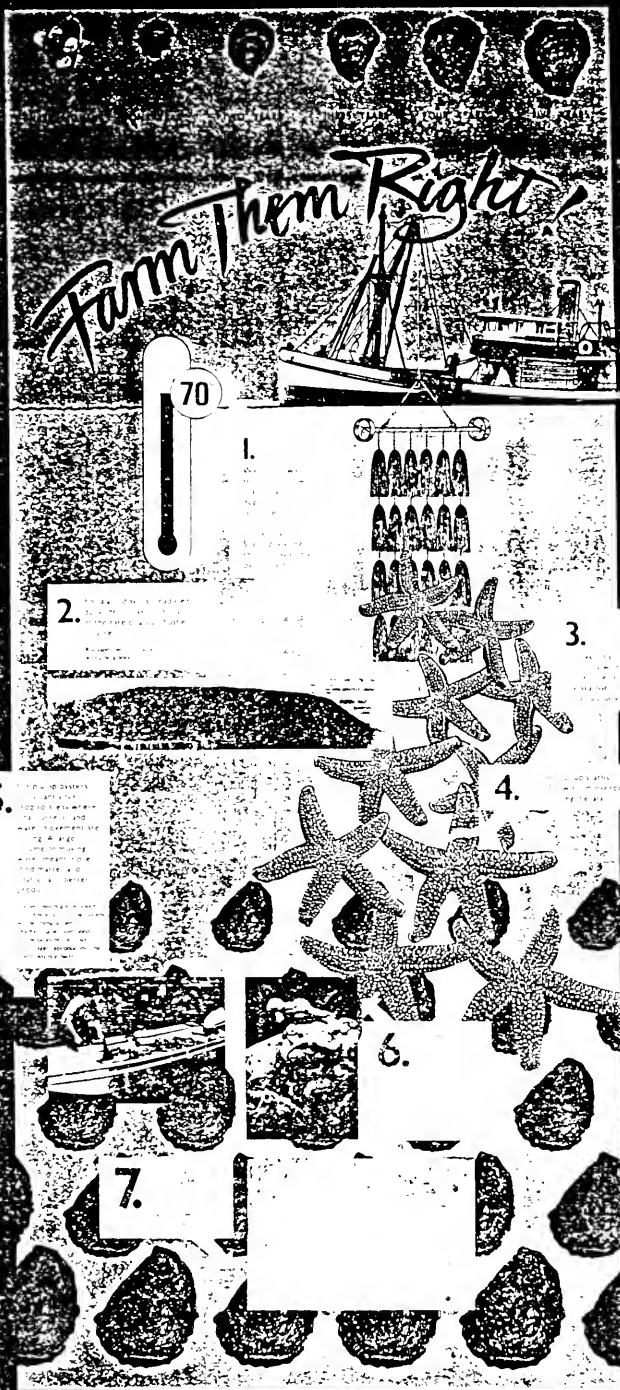
Sioux Falls,
South Dakota



The Grasslands



Great Plains Zoo and Museum
Sioux Falls, South Dakota
w/Metzel Associates



OYSTERS

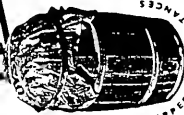
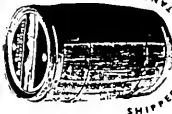


BEFORE THE ADVENT OF RELIABLE RAILROADS AND MOUNTAIN ROADS, NORWALK OYSTERS WERE SHIPPED LONG DISTANCES BY BOAT...

SHIP SAFE



IN THE SHELL



1. Pick the oysters carefully, pressing them lightly with a heavy circular weight.

2. Shake the oyster in the sack, rattling the entire sack.

3. Make sure the oysters are well-refrigerated.

SHUCKED OYSTERS

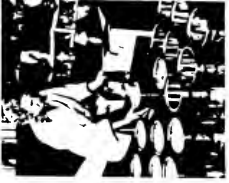
1 First check that the oyster is fresh. The shell should be a creamy white color and a firm, brownish hinge.

2 The oyster should have a clear liquor and the flesh of the oyster should be moist, not dry and brittle.

3 Remember you are eating a live product. If the shells are already open, the oyster is seriously diseased and should be discarded.



Speed is essential. After the oysters are shucked, they should be refrigerated immediately.



IN THE 1800s, OYSTERS WERE DELIVERED BY HORSE DRAWN WAGON.

Shuck Them Right!

Manuel Torres,
of Warren, Rhode Island,
opened 100 oysters
in four minutes and 30 seconds
at the 1977
National Oyster Shucking
Championship.



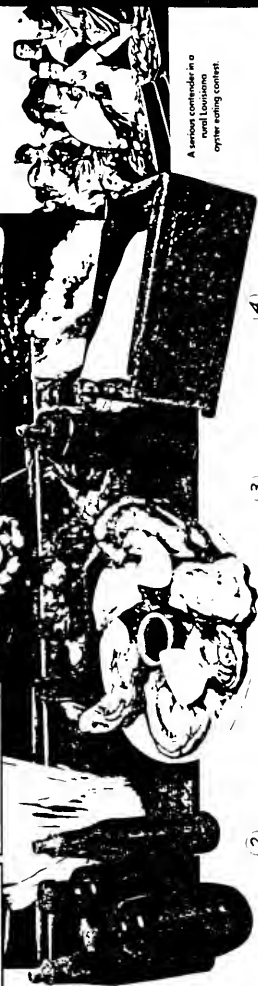
(2) EAT OYSTERS



In 1913
Bill Lerner,
of New York,
opened
100 oysters in
three minutes
and three
seconds.



Oyster eater's
champion medal awarded
at Crustacean Cook-
off in 1977.



A serious contender in a
recent Louisiana
oyster eating contest.

(1)

Insert the knife in the
opening, slide it between
the meat and the shell.

(2)

Wiggle the oyster back
and forth until the
adductor muscle is
cut and the shell loosens

(3)

Separate the oyster from
the shell by moving
the knife around the shell

(4)

Pry the upper shell
off, remove any air or
shell particles, and
sever the muscle that
holds the oyster to the
lower shell

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